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Down the Drain

YOUR
PROFIT YOUR
INVESTMENT



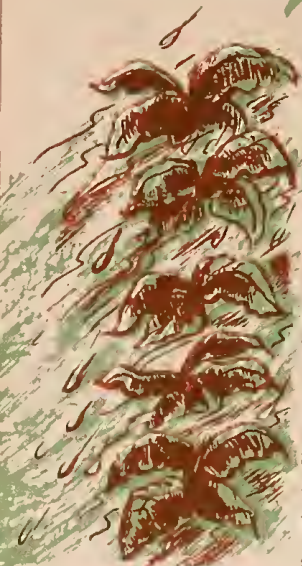
TOBACCO
GROWERS

-Take Notice

U. S. DEPARTMENT OF AGRICULTURE / FEDERAL CROP INSURANCE CORP.

Help Yourself To Hold Your Own

Many ways to lose



Tobacco crops can be destroyed in many ways. Some of these you can control and some you can't. There are destructive forces that defy any farmer's best efforts and in a short time can rob him of all he expected to realize from his crop, including the money and labor spent to produce the crop. When that happens, we're not merely "back where we started." We're farther back than that because *we've lost what we had when we started*. And, whether it was money we had or money we borrowed, the next crop must carry a double load if we try again.

Many did lose

Remember Connie and Diane? If you didn't meet them face to face, you heard about them because they got a lot of publicity . . . not because they were so attractive but because they were so destructive . . . vicious and uncontrollable.

Many tobacco farmers saw their crops completely destroyed by the wind, rain, and flood—the hurricane or the conditions it left behind. Fields of tobacco were leveled, others were flooded and soon disease was sweeping through others. Barns were destroyed and, along with them, bumper tobacco crops almost ready for market.

Connie and Diane took their toll, moved on, and left behind them a path of destruction and disappointment.

More will lose

They have many sisters who will follow and leave their calling cards in the fields of tobacco farmers. Their names are legion. They, too, will show us how helpless we are to stop them, to change their course, to know what path they will choose, or to protect what is ours when they hit.

How Much will you lose

There is a way, however, that you can lick a hurricane insofar as your tobacco crop investment is concerned. It's the same way that you can protect the money you must spend against the many other natural hazards such as drought, insects, disease, hail, wind, and too much rain. It's an All-Risk Federal Crop Insurance Policy. With it you can be sure that the next crop won't have to carry double. If the worst happens, you can still stay even.

Some got their money back



Farmers whose tobacco crops were destroyed or damaged by Connie and Diane included those who played it safe with a crop insurance policy, those who preferred to gamble and lost, and those who didn't have a chance because all-risk crop insurance isn't available to them. Now they are in two classes—those who will have and those who will not have the money to meet their financial obligations . . . those who will have an insurance check and those who will not.

DON'T PLAY ALL OR NOTHING—LET US INSURE YOUR CROP COSTS

Insure, to be sure

You have an opportunity to protect your tobacco crop investment—to play it safe by sharing through insurance the many mutual risks of loss that you have in common with other tobacco farmers. Hurricane losses are spectacular, but disease, drought, insects, too much rain at the wrong time, or any combination of such unavoidable risks, plus others that you don't think "can happen here" . . . destroy tobacco crops just as completely. And just like no man is an island, so no tobacco farmer can be sure that his crop won't be destroyed.

Your local Federal Crop Insurance Agent and Office are ready to help you by taking your application for this all-risk protection. Help yourself to hold your own by applying now . . . not all who apply are accepted, but all who don't apply are excepted from those who get insurance checks when disaster strikes.

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Protect Your Investment